



PUBLIC AFFAIRS MADE PUBLIC.

A BETTER EXPERIENCE

2006 TVW

ANNUAL

REPORT

A MESSAGE FROM TVW'S PRESIDENT

Cindy Zehnder
President



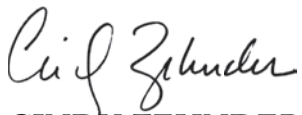
Dear Friend of TVW,

This past year was one of the most exciting and eventful in my tenure here, and may well go down in the books as one of the most pivotal and transitional years in our history. Some of those changes are hard to miss. Last fall, we moved into a new state-of-the-art broadcast facility, the Jeannette C. Hayner Media Center. In addition to making our offices look considerably less like tape archives, this move enabled us to upgrade all of our equipment to new digital technology. As with nearly everything these days, going digital helps us to do more, do it better and do it faster. As just one example, we are now able to podcast virtually all of the programming we generate. This makes our unique content more searchable, more accessible and of course, even more useful.

Other changes were less physical, but no less important for TVW and the continued pursuit of our mission. We adopted a new brand design and graphic standards, which help provide consistency to our content and messaging and clarity to our positioning within the minds of TVW stakeholders. In the process we conducted a number of audience surveys and focus groups which helped ensure that we are responding appropriately to their needs and expectations. Based on what we learned, we adopted a new logo and a new tagline “Public Affairs Made Public.” This truly does describe not simply what we do, but why it should matter to viewers, voters and policymakers alike.

In our ongoing effort to keep people in Washington connected with one another and their government, we launched two

new programs: The Docket and the Pacific NW Technology Tour. Certainly 2006 has been a year of impressive change for our organization. And while I am proud of our continued progress, I am even more impressed by the dedication and commitment of our staff and what they have managed to accomplish. And lastly, I am extremely grateful to our loyal donors and Board members for making our unique and remarkable venture such an unqualified success. Thank you for helping to make public affairs truly public.



CINDY ZEHNDER
President

EXPENSES 2006

Programming	\$ 11,192,705	95%
Management and General	495,888	4%
Fundraising	148,820	1%
TOTAL:	\$ 11,837,413	100%

REVENUES 2006

State Appropriation*	\$ 2,130,115	18%
In-Kind	9,268,530	77%
Other Contributions*	520,974	4%
Tape Sales, Special Event, Investment & Other	193,238	2%
TOTAL:	\$ 12,112,857	100%

* Excludes appropriation for digital equipment upgrade and contributions restricted for 2007.

3,699,869
VIEWERS REACHED IN 2006

PROGRAM HOURS BY TYPE OF EVENT

Event Type	Hours	%
Legislative	618	33%
Governor's Office	54	3%
Supreme Court	108	6%
Agency/Boards/ Commissions	217	11%
Produced Programs	155	8%
Elections	80	4%
Public Affairs/ General Interest	677	35%

EVENT BY LOCATION

Location	Hours	%
Eastern Washington	179	10%
King County	521	27%
Thurston County	1019	53%
Western Washington (other)	190	10%

1,813,525
WEBSITE VISITORS

WEBSITE VISITORS

2005	2004	2003	2002	2001	2000	1999	1998
1,212,594	658,781	521,274	446,000	341,000	306,000	210,000	77,000

NEW 2006 PROGRAMMING

THE DOCKET

Launched in 2006, TVW's legal affairs program has become one of TVW's most popular programs. Sponsored by the Washington State Bar Association, it premieres the first Sunday of every month at 8 p.m.

PACIFIC NW TECHNOLOGY TOUR

New in 2006, takes you into the labs of Northwest scientists and innovators. From heart regeneration research to studies of smart appliances, the tour features ground-breaking researchers from around the state. Sponsored by Pacific Northwest National Laboratory.



INSIDE OLYMPIA

Featuring interviews with a variety of legislators, elected officials, and other leaders of statewide significance. Sponsored by PEMCO and Weyerhaeuser.

LEGISLATIVE REVIEW

Legislative Review features highlights from each day's legislative session. Sponsored by The Washington Forest Protection Association.

AUTHOR'S HOUR

TVW's Author's Hour program focuses on books about politics, history, and public policy. This program airs on Thursday evenings at 8 p.m. and repeats the following Sunday at 9 p.m. Sponsored by Russell Investment Group.

OLYMPIA ON CALL

A weekly look at hot issues during the legislative session involving journalists across Washington. Sponsored by PhRMA, The Washington Dental Service Foundation and the Washington State Employees Credit Union.

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